



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD
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FI FLASH . . . U.S.A. EARLY-FALL '73 READY-TO-WEAR

In our One-World-of-Fashion, it is natural . . . and helpful . . . that the French (see April issue) and the U. S. have a similar message. But we find some salient differences . . . in content, accent, intent.

Some common denominators:

The sweater-mania; coordinated separates; nature: its colors, its textures.

Some great differences:

Natural fibers predominated in France, but blended fibers are more frequent here. Much greater strength in dresses, in suits, in coats, in lavish fur trims.

SWEATER DRESSING

Knit Coats . . . some shawl collared (Biella), leather edged (Originala), cable-stitched cardigan coats (Praino).

Knit Jackets . . . shawl collared (Kasper, Adri, "Something!" by Oscar de la Renta), wing collared (Blassport).

Cardigans . . . over dresses (Chester Weinberg, Mollie Parnis and lots more).

Sweater Dresses . . . twin sets (cardigan over V-neck pullover), often with metallic threads.

Outdoor Sweaters . . . sweater jackets hooded and bulky; pullovers ribbed at waist and sleeve cuff, in fisherman's cable knit or lightweight yarns such as jersey or angora, patterned or plain.

COORDINATED SEPARATES

Two- or three-part dressing, often monochromatic with a gentle blending of several patterns, or bi-toned, combining knits with tweed, mohair, cashmere . . . in both skirt and pants costumes. Color standouts: wine, rust. In moderate price sportswear, overwhelming preference is for bottle green, and for clear block plaids.

COATS

Shawl collared wrap coats, often in double-faced wool; barrel coats, especially over coordinated sweater and skirt; tubular. Classic Trench, sashed or tied, in men's wear fabrics, sometimes fur-lined (Towncliffe).

SUITS

"Coordinated separates" are often used as suits whether for day or late day wear. Among suits sold as one unit are many varieties, and they look great; metallic knit jacket and skirt with lamé bow-neck blouse (Oscar de la Renta); long belted rust wool jacket over body-skimming jersey dress (Adele Simpson); black cutaway jacket, long slit skirt (Blassport).

DRESSES

These promise strong bid for consumer attention . . . sportive for day, casual or sparkly for evening, lots of interesting silhouettes.

Shirtdresses go on, but with newly bow tied neck, or mandarin collars . . . elasticized waists, and soft fullness through the top . . . sleeves often very full, then cuffed (Adri, Oscar); Sweater Dresses: body skimming cashmere tube with ribbed turtle neck and cuffs (Chester Weinberg), long sleeves, fitted waist, full skirt (Mollie Parnis), two-piece long, for at-home (Adele Simpson), elongated knit (Kasper); Tent Dresses: some belt-able, with pleated front and back (Blassport); front pleated from yoke (Adri); pleated back (Weinberg); Controlled Chemises: (Kasper, Parnis Boutique); Wrapped Dresses: (Adri, Ruffinwear); Bloused top Dresses, over snug hipped pleated skirts (Bonnie Cashin).

(continued from Pg. 1)

Some Significant Silhouettes:

In Jackets: smock, with shirred shoulder and yoke (Benson & Partners, Kasper, Adri); lumberjacket, stretched out (Ruffinwear, J. L. Sport), belted $\frac{3}{4}$, often with wide notched collar ("Something!", Simpson). And the fly-away back jacket (Benson & Partners, Chester Weinberg).

Special: Deeply bloused jacket in blanket plaid fleece over snug hipped skirt or tight flight pants (Bonnie Cashin).

In Shirts: shirt collar and cuffed sleeves; extended shoulders (J. L. Sport), mandarin neck and yoke back (Weinberg).

Late Day Dressing

Casual, for a dinner party or opening of an art show: long sweater dress, perhaps striped with metallic, long lamé shirtdress with bow neck, cashmere halter, cardigan and long easy skirt.

Dramatic: short black lace, long black chiffon floats and matte jerseys; quilted satin jackets over pants. Gala: lamé, metallics, multicolor sequin stripes, all that glitters.

Colors:

To wine, rust and bottle green add: natural, brown, brick, black ... and much gray mixed with other colors in plaids, checks, tweeds. For high visibility, Bonnie Cashin chooses yellow, gold, orange, coral ... in addition to the earthy colors, too ...

Fabrics:

Jersey, plain or patterned, often heather toned ... wool blended with angora or polyester ... Donegal tweeds again ... cashmere ... double faced wool, frequently plaid on one side, plain on the other ... flannel ... gabardine ... mohair ... metallic threads in both day and evening fabrics. Patterns: stripes, checks, ranging from Prince of Wales to houndstooth to windowpane to plaid; even velvets are printed, often in checks. Leather and Suede: newly important as edgings on collars, cuffs ... strong, this fall, are pig suedes, handled like fabric, in fir green, burgundy, tobacco (Adri, Chester Weinberg for Samuel Roberts).

"LONDON IN THE 'THIRTIES"

London Museum's exhibit (through Sept. 23) covers aspects of London life during the Great Depression and World War II ... from the "thés Dansants" at Swan & Edgar to Art Deco work-bench ... drawings by David Low ... furniture by Syrie Maugham, old Movietone newsreels. Concurrently, National Film Theatre putting on feature films of the "Thirties." So do trek up the hill to Kensington Palace.

\$50 French "Connections"

Two major new perfumes have just been launched. At the French Embassy in Washington, D. C.: VIA LANVIN ... the house's first new women's perfume in a quarter of a century; in sculpted rectangular glass topped with cube of lapis blue and silver. Price \$50 an ounce. Initial distribution: two stores in each of 21 cities, with promotional ads for half the stores at launch, the other half for Mother's Day. Character: floral. And at the French Consulate in New York: "trigère," marking French-born Pauline Trigère's entry into the ranks of couturiere-perfumes; in crystal cube with the designer's trademark turtle. Price \$50 an ounce. Distributed by P. T. Perfumes, Inc., 550 Seventh Ave., initially to 40 major stores. Character: heady, sexy.

FALL '73 POCKETRY NEWS

Bright ideas for safety by Bonnie Cashin:

Security pockets are looped over sash belts and closed with turn key locks.

Survival pockets are flat pouches attached with dog leash clasps to handbag shoulder straps that are sewn down on the jacket or coat, everything in matching fabric or leather.

Coming Up in FI

- More on U. S. RTW Fall '73
- Fur Fashions, U.S.A.
- Interstoff, Frankfurt: in-depth fabric report

ADDENDA ON PARIS FOR FALL

In response to many requests for follow-up, here are some volume ideas from the Porte de Versailles:

Coordinated Separates ... the big message. The English Country Look ... both in fabrics and silhouettes. Skirts, Pleats ... inverted, at center front and back ... accordion ... box ... newest looking: kick pleats stitched to mid-thigh ... full circle skirts ... straight cut culottes, plus fours, often shown with knee socks, argyle or other pattern, and matching sweater plus long, fringed schoolboy scarf. Blouses ... most often shown with softly bowed-neck or else wide notched collar.

... and Knitwear News: reversible knits ... bouclé knit that looks like Persian lamb ... bulky knit hat and/or long fringed scarf to match striped tweed separates ... sweaters with trapunto stitch ... with self-colored embroidery ... with large lace appliqués ... and Lurex, which continues important for sweaters, not just for evening but daytime, too.

Trending Details to Note: '30's Art Deco challis printed with pictures of gloves, cigarettes, powder boxes, shoes; also velvets printed in softened, smudgy effects. Hoods, for coats and sweaters; scarfnecks on coats; cowl necklines on sweaters and dresses; neckband or mandarin necks for shirts, jackets, coats; pockets ... L-shaped, slanted; sleeves ... dropped, raglan, kimono, super-wide caped.

Italian Buying Offices Willing (and Able) to Service Small Shops

In response to many inquiries, we've located these offices (in Florence) where you can expect devoted service, required research and good fashion, without having to place a huge order:

Sylvia Cox, Via Maggio 19.

Write: Sylvia Cox. tel. 21.75.24

Adriana Berni, 70 Costa San Giorgio.

Write: Adriana Berni. tel. 27.05.57

Lucetta Carboni, Via Romana 43.

Write: Lucetta Carboni. tel. 22.85.51

WHAT ABOUT THOSE PARIS HEMLINES?

Last month, FI reviewed the Paris Fall RTW collections, duly noting that "PARIS DROPS THE HEMLINE ... occasionally ... in the face of stable hemlines here."

To the obvious questions, FI has secured some interim answers:

Sonia Rykiel, one of the most innovative houses, who showed below calf hems, indicates stores with very slim, chic customers are ordering her "total look," including sweaters and accessories. While Kenzo, whose skirts fell well below the knee, says stores with very young (and well heeled clients are buying).

But many influential French designers kept hems at or about the knee ... including Saint Laurent, Dior, Givenchy, Karl Lagerfeld for Chloe and others.

What will the U.S. do for Fall '73? Collections for Early-Fall almost unanimously support knee lengths for skirts and day dresses and for many "short" evening dresses, too. But Kenzo's long broomstick pleated and petticoated skirts are expected to influence the young junior skirt market ... we'll flash more news (if any) in our next issue.

FURS-ACROSS-THE-SEA FOR FALL '73

In Florence ... trend-setting Fendi coordinates amber hues with knits, also tones of mustard, barley, tobacco and a great cadet blue. Furs include weasel, wolf, opossum, fox. Knit cardigans sometimes reverse to opossum; short swingy coats with full backs reverse from corduroy to weasel.

In Paris ... opossum in gold or amber, dyed lamb, fox in red, amber or silver. Lamb and moleskin shown in dark green, occasionally brights. Jackets either $\frac{3}{4}$ with large collar, wrap tied with leather; or below waist, motorcycle side-zipped. Coats include wrapped trench, lightly fitted; double breasted, martingale back; redingote, single breasted; full tent. Trims: leather, reptile.

Do Those Rains in Spain Stay Mainly on the Plains?

If you are in Spain this summer, make it a busman's holiday!

Top Shops in Madrid

La Roulique. Jose Ortega y Gasset, 25. Tel. 225.44.83. Skirts, blouses, jersey outfits.

Zaleski. Manuel Luna, 2. Tel. 279.92.05. Young and snappy.

Cortefiel. Av. Jose Antonio, 76. Tel. 247.17.01. Sportswear, suits, dresses.

Femme. Calle Recoleta, corner calle Serrano. Suits, pantsuits about \$50.

Redondo. Av. Jose Antonio, 35. Small assortment but excellent taste.

Celso Garcia. Serrano, 52. Tel. 275.42.05. Two-piece suits \$50.

Choc. Juan Bravo, 25. For the wealthy young.

Daphnis. Concha Espina, 5. Young . . . pants \$10 to \$12.

Chipepa. Goya, 34. Young, reasonable.

Nanette. Paseo Recoletos, 1. Young, inexpensive.

Villa Hiero. Jose Juan, 32. Worked with Balenciaga. Style elegant, luxurious. Two-piece from \$40–\$70.

D'Orsay. Serrano, 24. About \$40 for an outfit. Some imports.

Rango. Carrera de San Jeronimo, 19. Tel. 232.36.56. Coats, suits, beautifully made. \$50–\$80.

Cardinale. San Augustin, 2. Tel. 232.54.70. Good suede, leather pants, suits, etc. About \$100 for ensemble.

Loewe. Serrano, 26. Best leather shop. Suits about \$100. Superb leather bags, gloves, leather.

Nestares. Jose Antonio, 15/21. Leathers like bags, wallets, etc.

Boutiques to see in Barcelona

Badia. Jose Antonio. Couture type, fabrics exclusive, from \$25.

Jerson. Escorial 24. Tel. 213.49.00. Leather vests, suits about \$40.

Kelson. Traversera de Gracia 314. Beachwear. Bikinis about \$12.

Sangeran. Traversera de Gracia 314. Young classic dresses, about \$35.

Tusset Street worth browsing through the young, inexpensive shops.

Department Stores: El Corte Ingles on the Plaza de Catalina; Galerias Preciados; and for bargains try Sepu, Ramblas 120.

Couture houses here include Klaid, at Viriato 27, with casual, simple knits from \$40 to \$60; Carmen Mir, Provenza 245. Tel. 215.13.46. Elegant dresses from \$100; Pedro Rovira, Rambla de Prat 7. Tel. 227.15.33. Elegant couture. And Santa Eulalia, Paseo de Gracia 60. Tel. 215.42.16.

Best streets for shopping: Paseo de Gracia, Avenida Jose Antonio, Ramblas.

And on to Portugal . . .

Look in Lisbon for fashion craft favorites

For famous Portuguese rugs, visit Casa Quintao, 30 Ivens St. Apart from their own outstanding designs, they'll copy anything you want. Prices range from about \$33 to \$57 per square yard depending on time of "point" used.

For needlepoint pillows or small, ready-made rugs, visit Madeira Gobelins, rua Castilho 40. Typical pillow, 16 square inches, in a lovely design is \$22.

For hand crocheted clothes, visit Custodia, rua Rodrigo da Fonseca 113. Hand crocheted wool suit is \$114. Also Caprice, rua Joaquin Antonio de Aguiar 67 B. Chanel-type suit is \$120. Dress and jacket is \$150. Long evening dress crocheted gold or silver metallic with cardigan jacket is about \$180.

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